Pacific County

Quit Line Data Summary January 1 - June 30, 2005

Number of Calls to Quit Line County State Percent of Statewide Calls 0.6% 100.0% Percent of State Population in County¹ 0.4% 100.0% Cender N = 57 N = 10.080 Female 71.9% 61.2% Male 28.1% 38.8% Race/Ethnicity N = 56 N = 8,813 People of Color 1.9% 9.5% White 98.2% 90.5% Age N = 57 N = 9,833 Less than 18 years old 1.9% 2.5% 18 - 24 years old 7.0% 18.1% 25 - 34 years old 28.1% 2.5% 35 - 44 years old 19.3% 2.20% 45 years and older 43.9% 33.0% Education N = 56 N = 9,282 Did not graduate high school 25.0% 2.0% High school graduate 30.4% 34.4% Some college/vocational school 25.0% 2.0% Caller Type N = 57 N = 10,635 General	January 1 - June 30, 2005			
Percent of Statewide Calls 0.6% 100.0% Percent of State Population in County¹ 0.4% 100.0% Cender N = 57 N = 10,080 Female 71.9% 61.2% Male 28.1% 38.8% Race/Ethnicity N = 56 N = 8.813 People of Color 1.8% 9.5% White 98.2% 90.5% Age N = 57 N = 9,893 Loss than 18 years old 1.8% 1.5% 18 - 24 years old 28.1% 25.4% 25 - 34 years old 28.1% 25.4% 35 - 44 years old 19.3% 22.0% 45 years and older N = 56 N = 9,882 Education N = 56 N = 9,282 Did not graduate high school 25.0% 20.8% High school graduate 30.4% 30.4% Some college/vocational school 42.9% 34.8% College graduate 0.0% 1.9% Caller Type N = 57 N = 10,635 General Informa				
Percent of State Population in County¹ County % State % Gender N = 57 N = 10,080 Fermale 71,9% 61,2% Male 28,1% 38,8% Race/Ethnicity N = 56 N = 8,813 People of Color 1,8% 9,5% White 98,2% 90,5% Winte 98,2% 90,5% Age N = 57 N = 9,893 Less than 18 years old 1,8% 1,5% 18 - 24 years old 7,0% 18,1% 25 - 34 years old 26,1% 25,4% 35 - 44 years old 19,3% 22,0% 45 years and older N = 56 N = 9,282 Did not graduate high school N = 56 N = 9,282 Did not graduate high school 25,0% 20,3% High school graduate 30,4% 34,4% Some college/vocational school 25,0% 20,3% High school graduate 30,4% 34,2% College graduate 0,0% 7,2% Health ca	Number of Calls to Quit Line	N = 57	N = 11,781	
Gender N = 57 N = 10,080 Female 71.9% 61.2% Male 28.1% 38.8% Race/Ethnicity N = 56 N = 8,813 People of Color 1.8% 9.5% White 98.2% 90.5% Age N = 57 N = 9,893 Less than 18 years old 1.8% 1.5% 18 - 24 years old 28.1% 25.4% 35 - 44 years old 19.3% 22.0% 45 years and older 43.9% 33.0% Education N = 56 N = 9,282 Did not graduate high school 25.0% 20.4% High school graduate 30.4% 34.4% Some college/vocational school 25.0% 20.8% High school graduate 1.8% 10.0% Caller Type N = 57 N = 10,635 General Information 0.0% 7.2% Health care provider 0.0% 7.2% Tobacco user 10.0% 9.9% Payer Type N = 48 <t< td=""><td>Percent of Statewide Calls</td><td>0.6%</td><td>100.0%</td></t<>	Percent of Statewide Calls	0.6%	100.0%	
Gender N = 57 N = 10,080 Female 71.9% 61.2% Male 28.1% 38.8% Race/Ethnicity N = 56 N = 8,813 People of Color 1.8% 9.5% White 98.2% 90.5% Age N = 57 N = 9,893 Less than 18 years old 1.8% 1.5% 18 - 24 years old 28.1% 25.4% 25 - 34 years old 28.1% 25.4% 35 - 44 years old 19.3% 22.0% 45 years and older 43.9% 33.0% Education N = 56 N = 9,282 Did not graduate high school 25.0% 20.8% High school graduate 30.4% 34.4% Some college/vocational school 42.9% 34.8% College graduate 1.8% 10.0% Caller Type N = 57 N = 10,635 General Information 0.0% 7.2% Health care provider 0.0% 1.9% Tobacco user 10.0%	Percent of State Population in County ¹	0.4%	100.0%	
Female Male 71.9% del.2%		County %	State %	
Male 28.1% 38.8% Race/Ethnicity N = 56 N = 8.813 People of Color 1.8% 9.5% White 98.2% 90.5% White 8.2% 90.5% Age N = 57 N = 9.893 Less than 18 years old 1.8% 1.5% 18 - 24 years old 7.0% 18.1% 25 - 34 years old 28.1% 25.4% 35 - 44 years old 19.3% 22.0% 45 years and older 43.9% 33.0% Education N = 56 N = 9.282 Did not graduate high school 25.0% 20.8% High school graduate 30.4% 34.4% Some college/vocational school 42.9% 34.8% College graduate 1.8% 10.0% Caller Type N = 57 N = 10.635 General Information 0.0% 7.2% Health care provider 0.0% 7.2% Health care provider 9.0% 9.0 Tobacco user 1.4	Gender	N = 57	N = 10,080	
Race/Ethnicity N = 56 N = 8,81 People of Color 1.8% 9.5% White 38.2% 90.5% Age N = 57 N = 9,893 Less than 18 years old 1.8% 1.5% 18 - 24 years old 28.1% 25.4% 25 - 34 years old 28.1% 25.4% 25 - 34 years old 19.3% 22.0% 45 years and older 43.9% 33.0% Education N = 56 N = 9,282 Did not graduate high school 25.0% 20.8% High school graduate 30.4% 34.4% Some college/vocational school 42.9% 34.8% College graduate 1.8% 10.0% Caller Type N = 57 N = 10,635 General Information 0.0% 7.2% Health care provider 0.0% 1.9% Tobacco user N = 48 N = 7,421 Insured 35.4% 37.4% Uninsured 35.4% 37.4% Uninsured 29.2%	Female	71.9%	61.2%	
People of Color 1.8% 9.5% White 98.2% 90.5% Age N = 57 N = 9,893 Less than 18 years old 1.8% 1.5% 18 - 24 years old 28.1% 25.4% 25 - 34 years old 28.1% 25.4% 35 - 44 years old 19.3% 22.0% 45 years and older 43.9% 33.0% Education N = 56 N = 9,282 Did not graduate high school 25.0% 20.8% High school graduate 30.4% 34.4% Some college/vocational school 25.0% 20.8% College graduate 1.8% 10.0% College graduate N = 57 N = 10,635 General Information 0.0% 7.2% Health care provider 0.0% 1.9% Tobacco user N = 47 N = 4,84 Insured 35.4% 37.4% Uninsured 35.4% 37.4% Uninsured 35.4% 37.4% Uninsured 35.4%	Male	28.1%	38.8%	
White 98.2% 90.5% Age N = 57 N = 9,893 Less than 18 years old 1.8% 1.5% 18 - 24 years old 28.1% 25.4% 35 - 34 years old 19.3% 22.0% 45 years and older 19.3% 22.0% 45 years and older 43.9% 33.0% Education N = 56 N = 9,822 Did not graduate high school 25.0% 20.8% High school graduate 30.4% 34.4% Some college/vocational school 42.9% 34.8% College graduate 1.8% 10.0% Caller Type N = 57 N = 10,635 General Information 0.0% 7.2% Health care provider 0.0% 7.2% Tobacco user 10.0% 90.9% Payer Type N = 48 N = 7,421 Insured 35.4% 37.4% Uninsured 29.2% 33.0% Medicaid 35.4% 35.4% Past caller 12.8% <t< td=""><td>Race/Ethnicity</td><td>N = 56</td><td>N = 8,813</td></t<>	Race/Ethnicity	N = 56	N = 8,813	
White 98.2% 90.5% Age N = 57 N = 9,893 Less than 18 years old 1.8% 1.5% 18 - 24 years old 28.1% 25.4% 35 - 34 years old 19.3% 22.0% 45 years and older 19.3% 22.0% 45 years and older 43.9% 33.0% Education N = 56 N = 9,822 Did not graduate high school 25.0% 20.8% High school graduate 30.4% 34.4% Some college/vocational school 42.9% 34.8% College graduate 1.8% 10.0% Caller Type N = 57 N = 10,635 General Information 0.0% 7.2% Health care provider 0.0% 7.2% Tobacco user 10.0% 90.9% Payer Type N = 48 N = 7,421 Insured 35.4% 37.4% Uninsured 29.2% 33.0% Medicaid 35.4% 35.4% Past caller 12.8% <t< td=""><td>People of Color</td><td>1.8%</td><td>9.5%</td></t<>	People of Color	1.8%	9.5%	
Less than 18 years old 1.8% 1.5% 18 - 24 years old 7.0% 18.1% 25 - 34 years old 28.1% 25.4% 35 - 44 years old 19.3% 22.0% 45 years and older 43.9% 33.0% Education N = 56 N = 9.282 Did not graduate high school 25.0% 20.8% High school graduate 30.4% 34.4% Some college/vocational school 42.9% 34.8% College graduate 1.8% 10.0% College graduate 1.8% 10.0% Celler Type N = 57 N = 10,635 General Information 0.0% 7.2% Health care provider 0.0% 1.9% Tobacco user 100.0% 90.9% Payer Type N = 48 N = 7,421 Insured 35.4% 37.4% Uninsured 29.2% 33.0% Medicaid 35.4% 29.2% Femployer/worksite 0.0% 1.3% Employer/worksite <t< td=""><td>White</td><td>98.2%</td><td>90.5%</td></t<>	White	98.2%	90.5%	
Less than 18 years old 1.8% 1.5% 18 - 24 years old 7.0% 18.1% 25 - 34 years old 28.1% 25.4% 35 - 44 years old 19.3% 22.0% 45 years and older 43.9% 33.0% Education N = 56 N = 9.282 Did not graduate high school 25.0% 20.8% High school graduate 30.4% 34.4% Some college/vocational school 42.9% 34.8% College graduate 1.8% 10.0% Celler Type N = 57 N = 10,635 General Information 0.0% 7.2% Health care provider 0.0% 1.9% Tobacco user 100.0% 90.9% Payer Type N = 48 N = 7,421 Insured 35.4% 37.4% Uninsured 29.2% 33.0% Medicaid 35.4% 29.6% Femployer/worksite 0.0% 1.3% Employer/worksite 0.0% 1.3% Employer/worksite <	Age	N = 57	N = 9,893	
18 - 24 years old 7.0% 18.1% 25 - 34 years old 28.1% 25.4% 35 - 44 years old 19.3% 22.0% 45 years and older 43.9% 33.0% Education N = 56 N = 9,282 Did not graduate high school 25.0% 20.8% High school graduate 30.4% 34.4% Some college/vocational school 42.9% 34.8% College graduate 1.8% 10.0% Caller Type N = 57 N = 10,635 General Information 0.0% 7.2% Health care provider 0.0% 1.9% Tobacco user 100.0% 90.9% Payer Type N = 48 N = 7,421 Insured 35.4% 37.4% Uninsured 29.2% 33.0% Medicaid 35.4% 29.6% Heard About N = 47 N = 8,468 Past caller 12.8% 13.4% Employer/worksite 0.0% 1.3% Health care provider 17.0% 23.4% Television 6.4% 15.9%	<u> </u>	1.8%		
35 - 44 years old 19.3% 22.0% 45 years and older 43.9% 33.0% Education N = 56 N = 9,282 Did not graduate high school 25.0% 20.8% High school graduate 30.4% 34.4% Some college/vocational school 42.9% 34.8% College graduate 1.8% 10.0% College graduate 1.8% 10.0% General Information 0.0% 7.2% Health care provider 0.0% 7.2% Health care provider 0.0% 1.9% Tobacco user 100.0% 90.9% Payer Type N = 48 N = 7,421 Insured 35.4% 37.4% Uninsured 35.4% 37.4% Medicaid 35.4% 29.2% Heard About N = 47 N = 8,468 Past caller 12.8% 13.4% Employer/worksite 0.0% 1.3% Health care provider 17.0% 23.4% Television 6.4%		7.0%	18.1%	
Education N = 56 N = 9,282 Did not graduate high school 25.0% 20.8% High school graduate 30.4% 34.4% Some college/vocational school 42.9% 34.8% College graduate 1.8% 10.0% Caller Type N = 57 N = 10,635 General Information 0.0% 7.2% Health care provider 0.0% 1.9% Tobacco user 100.0% 90.9% Payer Type N = 48 N = 7,421 Insured 35.4% 37.4% Uninsured 29.2% 33.0% Medicaid 35.4% 29.6% Heard About N = 47 N = 8,468 Past caller 12.8% 13.4% Employer/worksite 0.0% 1.3% Health care provider 17.0% 23.4% Television 6.4% 15.9% Outdoor advertisement (billboard/bus/wall) 0.0% 0.7% Targeted mailing 0.0% 0.0% 0.1% Great	25 - 34 years old	28.1%	25.4%	
Education N = 56 N = 9,282 Did not graduate high school 25.0% 20.8% High school graduate 30.4% 34.4% Some college/vocational school 42.9% 34.8% College graduate 1.8% 10.0% Caller Type N = 57 N = 10,635 General Information 0.0% 7.2% Health care provider 0.0% 1.9% Tobacco user 100.0% 90.9% Payer Type N = 48 N = 7,421 Insured 35.4% 37.4% Uninsured 29.2% 33.0% Medicaid 35.4% 29.6% Heard About N = 47 N = 8,468 Past caller 12.8% 13.4% Employer/worksite 0.0% 1.3% Health care provider 17.0% 23.4% Television 6.4% 15.9% Outdoor advertisement (billboard/bus/wall) 0.0% 0.7% Targeted mailing 0.0% 0.0% 0.1% Great	· · · · · · · · · · · · · · · · · · ·	19.3%	22.0%	
Did not graduate high school 25.0% 20.8% High school graduate 30.4% 34.4% Some college/vocational school 42.9% 34.8% College graduate 1.8% 10.0% Caller Type N = 57 N = 10,635 General Information 0.0% 7.2% Health care provider 0.0% 1.9% Tobacco user 100.0% 90.9% Payer Type N = 48 N = 7,421 Insured 35.4% 37.4% Uninsured 35.4% 29.2% Medicaid 35.4% 29.6% Heard About N = 47 N = 8,468 Past caller 12.8% 13.4% Employer/worksite 0.0% 1.3% Health care provider 17.0% 23.4% Television 6.4% 15.9% Outdoor advertisement (billboard/bus/wall) 0.0% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 6.4%	· · · · · · · · · · · · · · · · · · ·	43.9%	33.0%	
High school graduate 30.4% 34.4% Some college/vocational school 42.9% 34.8% College graduate 1.8% 10.0% Caller Type N = 57 N = 10,635 General Information 0.0% 7.2% Health care provider 0.0% 1.9% Tobacco user 100.0% 90.9% Payer Type N = 48 N = 7,421 Insured 35.4% 37.4% Uninsured 29.2% 33.0% Medicaid 35.4% 29.6% Heard About N = 47 N = 8,468 Past caller 12.8% 13.4% Employer/worksite 0.0% 1.3% Health care provider 17.0% 23.4% Television 6.4% 15.9% Outdoor advertisement (billboard/bus/wall) 0.0% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 6.4% 3.9% Newspaper/Magazine 0.0% <td< td=""><td>Education</td><td>N = 56</td><td>N = 9,282</td></td<>	Education	N = 56	N = 9,282	
High school graduate 30.4% 34.4% Some college/vocational school 42.9% 34.8% College graduate 1.8% 10.0% Caller Type N = 57 N = 10,635 General Information 0.0% 7.2% Health care provider 0.0% 1.9% Tobacco user 100.0% 90.9% Payer Type N = 48 N = 7,421 Insured 35.4% 37.4% Uninsured 29.2% 33.0% Medicaid 35.4% 29.6% Heard About N = 47 N = 8,468 Past caller 12.8% 13.4% Employer/worksite 0.0% 1.3% Health care provider 17.0% 23.4% Television 6.4% 15.9% Outdoor advertisement (billboard/bus/wall) 0.0% 0.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 6.4% 3.9% Newspaper/Magazine 0.0% <td< td=""><td>Did not graduate high school</td><td>25.0%</td><td>20.8%</td></td<>	Did not graduate high school	25.0%	20.8%	
Some college/vocational school 42.9% 34.8% College graduate 1.8% 10.0% Caller Type N = 57 N = 10,635 General Information 0.0% 7.2% Health care provider 0.0% 1.9% Tobacco user 100.0% 90.9% Payer Type N = 48 N = 7,421 Insured 35.4% 37.4% Uninsured 29.2% 33.0% Medicaid 35.4% 29.6% Heard About N = 47 N = 8,468 Past caller 12.8% 13.4% Employer/worksite 0.0% 1.3% Health care provider 17.0% 23.4% Television 6.4% 15.9% Outdoor advertisement (billboard/bus/wall) 0.0% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 6.4% 3.9% Newspaper/Magazine 0.0% 1.7% Brochure/Newsletter 8.5% 4.		30.4%	34.4%	
Caller Type N = 57 N = 10,635 General Information 0.0% 7.2% Health care provider 0.0% 1.9% Tobacco user 100.0% 90.9% Payer Type N = 48 N = 7,421 Insured 35.4% 37.4% Uninsured 29.2% 33.0% Medicaid 35.4% 29.6% Heard About N = 47 N = 8,468 Past caller 12.8% 13.4% Employer/worksite 0.0% 1.3% Health care provider 17.0% 23.4% Television 6.4% 15.9% Outdoor advertisement (billboard/bus/wall) 0.0% 0.1% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 6.4% 3.9% Newspaper/Magazine 0.0% 1.7% Brochure/Newsletter 8.5% 4.3% Family or friend 36.2% 28.1% Health Department 12.8% 3.2% <	-	42.9%	34.8%	
General Information 0.0% 7.2% Health care provider 0.0% 1.9% Tobacco user 100.0% 90.9% Payer Type N = 48 N = 7,421 Insured 35.4% 37.4% Uninsured 29.2% 33.0% Medicaid 35.4% 29.6% Heard About N = 47 N = 8,468 Past caller 12.8% 13.4% Employer/worksite 0.0% 1.3% Health care provider 17.0% 23.4% Television 6.4% 15.9% Outdoor advertisement (billboard/bus/wall) 0.0% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 6.4% 3.9% Newspaper/Magazine 0.0% 1.7% Brochure/Newsletter 8.5% 4.3% Family or friend 36.2% 28.1% Health Department 12.8% 3.2%				
Health care provider 0.0% 1.9% Tobacco user 100.0% 90.9% Payer Type N = 48 N = 7,421 Insured 35.4% 37.4% Uninsured 29.2% 33.0% Medicaid N = 47 N = 8,468 Past caller 12.8% 13.4% Employer/worksite 12.8% 13.4% Health care provider 17.0% 23.4% Television 6.4% 15.9% Outdoor advertisement (billboard/bus/wall) 0.0% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 6.4% 3.9% Newspaper/Magazine 0.0% 1.7% Brochure/Newsletter 8.5% 4.3% Family or friend 36.2% 28.1% Health Department 12.8% 3.2%	Caller Type	N = 57	N = 10,635	
Payer Type N = 48 N = 7,421 Insured 35.4% 37.4% Uninsured 29.2% 33.0% Medicaid 35.4% 29.6% Heard About N = 47 N = 8,468 Past caller 12.8% 13.4% Employer/worksite 0.0% 1.3% Health care provider 17.0% 23.4% Television 6.4% 15.9% Outdoor advertisement (billboard/bus/wall) 0.0% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 6.4% 3.9% Newspaper/Magazine 0.0% 1.7% Brochure/Newsletter 8.5% 4.3% Family or friend 36.2% 28.1% Health Department 12.8% 3.2%	General Information	0.0%	7.2%	
Payer Type N = 48 N = 7,421 Insured 35.4% 37.4% Uninsured 29.2% 33.0% Medicaid 35.4% 29.6% Heard About N = 47 N = 8,468 Past caller 12.8% 13.4% Employer/worksite 0.0% 1.3% Health care provider 17.0% 23.4% Television 6.4% 15.9% Outdoor advertisement (billboard/bus/wall) 0.0% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.1% Radio 6.4% 3.9% Newspaper/Magazine 0.0% 1.7% Brochure/Newsletter 8.5% 4.3% Family or friend 36.2% 28.1% Health Department 12.8% 3.2%	Health care provider	0.0%	1.9%	
Insured 35.4% 37.4% Uninsured 29.2% 33.0% Medicaid 35.4% 29.6% Heard About N = 47 N = 8,468 Past caller 12.8% 13.4% Employer/worksite 0.0% 1.3% Health care provider 17.0% 23.4% Television 6.4% 15.9% Outdoor advertisement (billboard/bus/wall) 0.0% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 6.4% 3.9% Newspaper/Magazine 0.0% 1.7% Brochure/Newsletter 8.5% 4.3% Family or friend 36.2% 28.1% Health Department 12.8% 3.2%	Tobacco user	100.0%	90.9%	
Uninsured Medicaid 29.2% 33.0% Medicaid 35.4% 29.6% Heard About N = 47 N = 8,468 Past caller 12.8% 13.4% Employer/worksite 0.0% 1.3% Health care provider 17.0% 23.4% Television 6.4% 15.9% Outdoor advertisement (billboard/bus/wall) 0.0% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 6.4% 3.9% Newspaper/Magazine 0.0% 1.7% Brochure/Newsletter 8.5% 4.3% Family or friend 36.2% 28.1% Health Department 12.8% 3.2%	Payer Type	N = 48	N = 7,421	
Medicaid 35.4% 29.6% Heard About N = 47 N = 8,468 Past caller 12.8% 13.4% Employer/worksite 0.0% 1.3% Health care provider 17.0% 23.4% Television 6.4% 15.9% Outdoor advertisement (billboard/bus/wall) 0.0% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 6.4% 3.9% Newspaper/Magazine 0.0% 1.7% Brochure/Newsletter 8.5% 4.3% Family or friend 36.2% 28.1% Health Department 12.8% 3.2%	Insured	35.4%	37.4%	
Heard About N = 47 N = 8,468 Past caller 12.8% 13.4% Employer/worksite 0.0% 1.3% Health care provider 17.0% 23.4% Television 6.4% 15.9% Outdoor advertisement (billboard/bus/wall) 0.0% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 6.4% 3.9% Newspaper/Magazine 0.0% 1.7% Brochure/Newsletter 8.5% 4.3% Family or friend 36.2% 28.1% Health Department 12.8% 3.2%	Uninsured	29.2%	33.0%	
Past caller 12.8% 13.4% Employer/worksite 0.0% 1.3% Health care provider 17.0% 23.4% Television 6.4% 15.9% Outdoor advertisement (billboard/bus/wall) 0.0% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 6.4% 3.9% Newspaper/Magazine 0.0% 1.7% Brochure/Newsletter 8.5% 4.3% Family or friend 36.2% 28.1% Health Department 12.8% 3.2%	Medicaid	35.4%	29.6%	
Employer/worksite 0.0% 1.3% Health care provider 17.0% 23.4% Television 6.4% 15.9% Outdoor advertisement (billboard/bus/wall) 0.0% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 6.4% 3.9% Newspaper/Magazine 0.0% 1.7% Brochure/Newsletter 8.5% 4.3% Family or friend 36.2% 28.1% Health Department 12.8% 3.2%	Heard About	N = 47	N = 8,468	
Health care provider 17.0% 23.4% Television 6.4% 15.9% Outdoor advertisement (billboard/bus/wall) 0.0% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 6.4% 3.9% Newspaper/Magazine 0.0% 1.7% Brochure/Newsletter 8.5% 4.3% Family or friend 36.2% 28.1% Health Department 12.8% 3.2%	Past caller	12.8%	13.4%	
Television 6.4% 15.9% Outdoor advertisement (billboard/bus/wall) 0.0% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 6.4% 3.9% Newspaper/Magazine 0.0% 1.7% Brochure/Newsletter 8.5% 4.3% Family or friend 36.2% 28.1% Health Department 12.8% 3.2%	Employer/worksite	0.0%	1.3%	
Outdoor advertisement (billboard/bus/wall) 0.0% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 6.4% 3.9% Newspaper/Magazine 0.0% 1.7% Brochure/Newsletter 8.5% 4.3% Family or friend 36.2% 28.1% Health Department 12.8% 3.2%	Health care provider	17.0%	23.4%	
Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 6.4% 3.9% Newspaper/Magazine 0.0% 1.7% Brochure/Newsletter 8.5% 4.3% Family or friend 36.2% 28.1% Health Department 12.8% 3.2%	Television	6.4%	15.9%	
Great Start 0.0% 0.2% Radio 6.4% 3.9% Newspaper/Magazine 0.0% 1.7% Brochure/Newsletter 8.5% 4.3% Family or friend 36.2% 28.1% Health Department 12.8% 3.2%	Outdoor advertisement (billboard/bus/wall)	0.0%	2.7%	
Radio 6.4% 3.9% Newspaper/Magazine 0.0% 1.7% Brochure/Newsletter 8.5% 4.3% Family or friend 36.2% 28.1% Health Department 12.8% 3.2%	Targeted mailing	0.0%	0.1%	
Newspaper/Magazine 0.0% 1.7% Brochure/Newsletter 8.5% 4.3% Family or friend 36.2% 28.1% Health Department 12.8% 3.2%				
Brochure/Newsletter 8.5% 4.3% Family or friend 36.2% 28.1% Health Department 12.8% 3.2%	Radio			
Family or friend 36.2% 28.1% Health Department 12.8% 3.2%	Newspaper/Magazine			
Health Department 12.8% 3.2%	Brochure/Newsletter	8.5%	4.3%	
!	Family or friend	36.2%	28.1%	
School 0.0% 1.8%	Health Department	12.8%	3.2%	
	School	0.0%	1.8%	

Source: Washington State Department of Health Tobacco Prevention and Control

Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

^{*} Rate not calculated because number of calls was less than 5.